



Deliver Engaging In-Store Experiences with Swirl and Mist

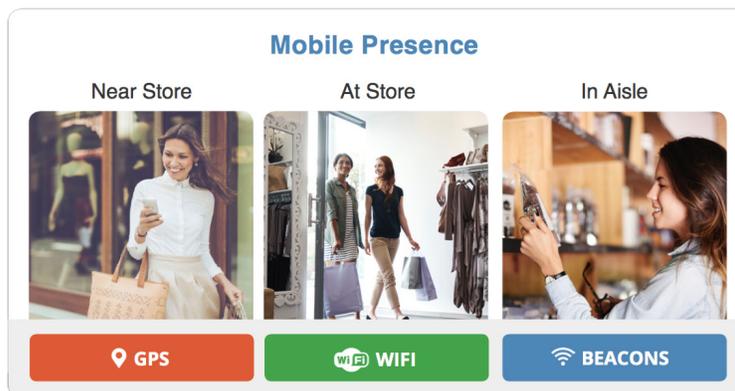
The proliferation of consumer smartphones and digital location signals have created valuable new opportunities to engage and influence brick and mortar shoppers. Retailers can now take advantage of these digital location signals in and around their stores to drive foot traffic, increase sales and optimize their digital marketing investments.

Mist has partnered with Swirl to bring in-store location services to the next level. By seamlessly integrating Swirl's industry leading Mobile Presence Management and Marketing Platform with Mist's advanced WiFi Access Points and Intelligent Wireless Cloud (IWC), top retailers now have access to the most advanced and complete solution for in-store mobile marketing. From enabling the most reliable WiFi and BLE signal networks to powering the most personalized in-store mobile experiences at scale, Mist and Swirl are helping to reshape the retail landscape.

Mobile Presence Marketing Powered by Swirl

Swirl, the provider of the leading Mobile Presence Management and Marketing Platform, helps large-scale retailers and brands leverage digital location signals including GPS, WiFi and Bluetooth to engage and influence consumers in and around their stores. The Swirl platform enables retailers to maximize the value of their location signal network with a full suite of capabilities that include:

- **Proximity Marketing** – Swirl's Proximity Marketing module provides retailers with the industry's most advanced set of tools for creating, managing, measuring and optimizing in-store mobile marketing campaigns. Swirl's intuitive interface and leading feature set make it easy for anyone to deliver compelling and highly targeted mobile experiences to retail store shoppers.
- **Mobile App SDK** – Swirl's SDK makes it easy to add mobile presence capabilities to any iOS or Android app. With a rich set of features and integration options, the Swirl SDK enables the ability to deliver seamless and fully branded proximity-triggered experiences in your mobile app while at the same time generating valuable shopper behavioral data that can be used to drive greater personalization across every marketing touchpoint.
- **Audience Management** – Swirl's Audience Management capability makes it easy for retailers to reach beyond their own mobile app in order to engage with the broadest set of in-store shoppers. Whether you want to take advantage of Google's Nearby Notification service to connect your in-store beacons to 100 million Android devices or you want to deliver unique and highly customized in-store mobile experiences through a variety of third party shopping, social or lifestyle apps, Swirl can help.
- **In-Store Mobile Media Exchange** – Swirl's In-Store Mobile Media Exchange software (MMx) enables retailers to create their own private, in-store mobile media network. With MMx, retailers can invite trusted



brand partners to bring value-added mobile content, offers and experiences directly to shopper smartphones at specific locations within their stores.

- **Online to Offline Attribution** – Swirl's Online to Offline Attribution solution allows retailers to understand the true ROI of their digital advertising investments by precisely measuring the incremental store or department-level foot traffic driven by each online campaign. By harnessing the power of indoor location signals to verify store visits, Swirl delivers more accurate and timely behavioral data than any other attribution solution provider in the market.

Location Services Powered by Mist

The Mist wireless platform was designed from the ground-up to handle the unique wireless needs of the smart device era. It combines cloud intelligence with on premise Access Points to simplify wireless operations and deliver high value location services via Wi-Fi and Bluetooth Low energy (BLE). Unique advantages of the Mist BLE solution include:

High accuracy location- High accuracy location - Mist offers the best location accuracy with 1-3 meter accuracy and sub-second latency in most environments. Machine learning eliminates the need for BLE site surveys and provides the best user experience.

Virtual beacons- With Mist's patented vBLE technology, you can deploy an unlimited amount of virtual beacons for proximity messaging with the simple click of a mouse. There is no need to purchase, deploy and manage separate physical beacons with batteries, eliminating headaches and up to 90% of BLE hardware costs.

Proactive insight- The Mist platform tracks what all users are doing for detailed record keeping, asset tracking, and behavior analysis.

Open APIs for easy integration- Mist offers a mobile SDK for iOS and Android with three types of APIs for seamless integration with complementary products, such as applications using Jibestream's mapping software.



How vBLE Works

- 1 Mobile device listens to the BLE beacons from the Mist Access Point.
- 2 Mist SDK sends information to the Mist cloud.
- 3 Mist cloud sends location and map information to the app and provides realtime updates.
- 4 RoamingAround SDK sends location and map information to the cloud.
- 5 RoamingAround cloud responds with marketing message for mobile client.
- 6 Mist and RoamingAround clouds share information for location based analytics.